

MOTORISTS FIGHT GRIME HARD; A TIP FROM MANAGER HOWES

"How to keep clean in an automobile" is the problem on which is being expended much local brain energy by motorists.

One tells about a \$45 suit of clothes ruined by grease; another tells of the wittily seating himself upon a seat-cushion on which had been splattered the dregs of a gallon of oil; another tells how the oil of the car and the dirt of the road collect upon his person; and feminine motorists especially bemoan the necessity for a bath after a ride in some cars—and they tell of ruined gowns.

Motorists are fighting grime and grease with a vengeance.

And it seems that the innocent cause of it all is the humble garage man, the grease-covered, good-natured individual whose life is a ceaseless chain of gasoline, oil and the underneath of cars.

But there is a solution to the problem. You can keep clean in an automobile, if you won't make it necessary for the grease-covered one to enter the car.

F. E. Howes, manager of the Associated Garage, the Hudson dealer, voiced a good tip in the intelligence that some of the high-priced cars such as the Packard and Pierce Arrow have made it unnecessary for the garage man to enter the car by placing gasoline tanks upon the rear of the car. The rear gasoline tank, too, is a feature of the New Hudson "37"—adding cleanliness to the beauty of the big new car. The tank being a large one, holding 22 gallons, does not need

filling often. "One trip into my car by a gasoline dispenser who was covered with some peculiarly determined grease," said a motorist, "cost me \$45 for a complete new suit of clothes. The man just leaned his elbow on the seat of the car when emptying the gasoline can into the tank and his hand rested upon the back of the seat. He got my coat and trousers at the same time."

Every owner should each morning wipe the dirt, grime and whatever grease has collected from the backs and cushions of the car into which a garage man has crawled. If the owner possesses the affluence necessary to the employment of a chauffeur, that should be the latter's duty.

Mr. Howes said that by taking care of the car each morning with a cloth just moist enough to take up the grime and grease, and by not allowing garage men to get into the car, the "keeping clean" side of the motoring question is taken care of.

"There are other good mechanical reasons for the rear gasoline tank," he said. "The gasoline flow from the tank to the carburetor which feeds the engine is due to air pressure. The air pressure system means an even flow at all times."

Going up hill or down the flow is the same. If you have seen cars backing up steep hills because if they went up, engine foremost, the gasoline would not reach the carburetor—the force or gravity would pull the gasoline back into the tank."

PACKARD MODEL '38' HAS GREAT ADVANCE SALE

With shipments of 1913 Packard "38" demonstrators going to all parts of the country, more than five hundred orders for this new car have been received, the total of advance sales exceeding \$2,000,000. Seven thousand craftsmen are bending their efforts to meet this demand.

To expedite the manufacture of the "38" and future models, the Packard plant, already comprising 37 acres of floor space, is being enlarged.

Three buildings, constructed entirely of glass, concrete and steel and of the most advanced type of design, have been erected to conform to the Packard factory's system of shop units. The added room will permit of more rapid production and is in keeping with the policy of systematic expansion which has been followed since the factory was started.

The additions are practically complete and will be ready for occupancy by January 1.


By mistake, it was reported last week that the von Hamm-Young Co. were making adjustments on Michelin casings. They are, however, now making adjustments on all Morgan & Wright and United States tires.

The opening of the tenth year of the West Side Y. M. C. A. Automobile School occurred Thursday evening, Nov. 21, when John C. Whitmore spoke on "The Chauffeur, a Potent Factor in the Advancement of the Automobile."

During the last nine years 7704 different men have taken the work. The school has recently added a motor truck department and is providing truck drivers for various firms throughout the city. An entire building at No. 40 West Sixty-sixth street is devoted to instruction purposes, where nineteen men are employed for their full time. Motor boat gas engine instruction is given here as well.

Unlike most workers, the mosquito spent his life before he does the job.

1913
American Underslung Models



ON EXHIBITION
Geo. C. Beckley,
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Automobiles
SCHUMAN CARRIAGE CO.
Merchant Street

AUTOMOBILE
SUPPLIES AND REPAIRING
ASSOCIATED GARAGE, LTD.

GRAMM MOTOR'S WATCHWORD IS PROMPTNESS

"Promptness is our watchword," says Vice-President G. W. Bennett of the Gramm Motor Truck Co. of Lima, Ohio, in discussing the factors of success in the manufacture of commercial motor vehicles. We have found that quick delivery creates an excellent impression in the minds of the buyers of our product, for it is only after long and careful study that the determination to purchase is arrived at and if there is a long wait after this decision is reached, there is a tendency for the renewed growth of the prejudice which everyone in the industry will admit exists.

"On the other hand, if you give a purchaser a hurry-up delivery of the truck he has purchased, he gets it into service at once and has an opportunity to see just what advantage there is over his old methods of transportation. The Gramm Company has made several enviable records in the delivery of its trucks and we find that they are some of the best assets, aside from quality of construction, we could have. Recently, a Seattle merchant purchased a truck and our dealers asked us to insure delivery within 12 days. Just three days after we received the order the truck left our factory."

"The American Hardware & Plumbing Co., of Manila, P. I., which now operates 35 of our vehicles, recently ordered three more trucks, asking special promptness of delivery. Within 48 hours the trucks were ready for shipment. We have a number of other instances of rapid-fire work in shipments and while they have become so frequent as to be almost commonplace to us now, nevertheless we are very proud of them."

"The main reason for our efficiency in this respect is that we have standardized our product in every possible respect. Our chassis models are all made up of interchangeable parts, of course, and our body department is constantly supplied with a large number of standard bodies. This gives us the opportunity, when occasion demands, of devoting all our energies to rushing through special bodies when quick delivery is asked for."

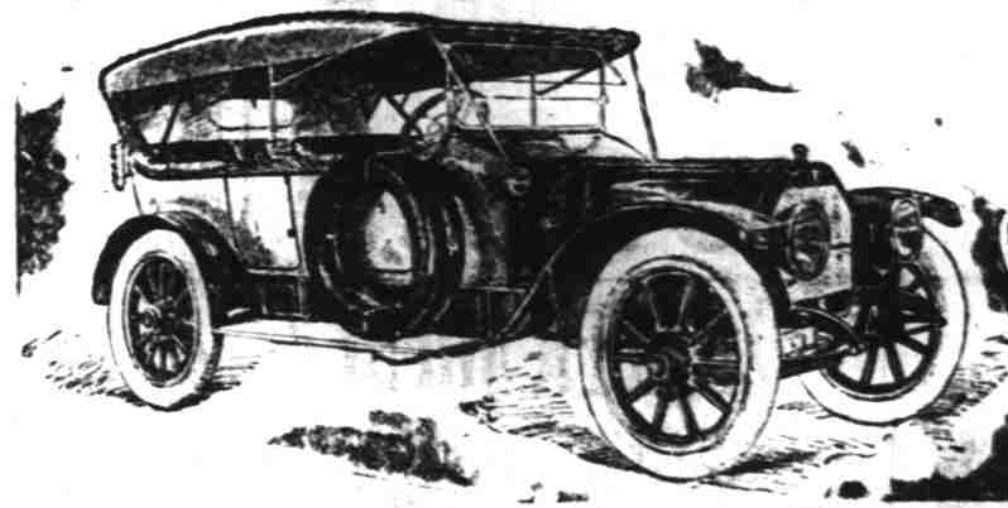
"There is a picture almost as highly prized as an old master," said Mr. Bennett, pointing to a photograph on the wall of his office. "It is a snap shot of one of our 5-ton Gramm trucks climbing the Twin Peaks, in San Francisco. This is one of the worst grades in California, and pleasure car manufacturers consider the climbing of it by one of their automobiles a great achievement. But our truck, loaded to capacity with sand, made the climb recently without a bit of trouble. The test was a remarkable demonstration of Gramm power and hill-climbing ability."

Automobile circles will be interested to learn that Morton H. Luce, former manager of the New England and Chicago branches of the Velle Motor Vehicle Company, has been appointed sales manager for the American-Marion Sales Company, 1896 Broadway.

Mr. Luce has earned for himself an enviable reputation in the automobile business, and the American-Marion Sales Company is the one to be congratulated upon securing his services.

Heading the unique procession of various types of street cars which the New York Railway Company displayed to the public recently were included two of the Packard's latest types of vehicles. The horse-car was immediately followed by a Packard "30" belonging to one of the officers of the company and the rear of the procession was brought up by the New York Railway Company's own Packard "18," painted in the standard green and white, which this company has adopted.

The "54" HUDSON—a "SIX"



Speed: 65 Miles per hour
58 Miles per hour
in 30 Seconds
from Standing Start

The Answer Is Here

to that oft asked question: "What will Howard E. Coffin do when he builds a 'Six?'"

The "54" HUDSON is Mr. Coffin's reply to the most frequently asked question heard since the beginning of six-cylinder talk.

The car is here now. Experts who have driven the "54" through mountains, over long tours, in both winter and summer, and who have observed its ideal smoothness and flexibility, claim it to have no superior in any automobile, regardless of make or cost.

Many owners of the highest priced cars have remarked after examining and riding in the "54" that it is foolish for anyone to pay more for an automobile than it sells for, no matter what demands they have or how fastidious they may be.

The surprise to all motordom is that Mr. Coffin developed the "54" HUDSON along entirely different lines from those he had followed in designing his four-cylinder cars.

He is too shrewd a designer to attempt such a departure unaided. Before starting his "Six" he built up his Board of 48 Expert Engineers. Then they all worked together for two years—until every man agreed that this was the best he knew.

CAME FROM EVERYWHERE

Gathered from everywhere, possessing the training and experience acquired in 97 factories, some of them in Europe, these men have helped to build more than 200,000 automobiles.

Mr. Coffin wanted his six-cylinder to be a wonderful car. He knows, as well as anyone knows, the limit of any one man's ability. He knows there is much in six-cylinder cars that four-cylinder experience has not taught. So he went after the men who had done the most as six-cylinder designers.

WHERE ONE-MAN CARS FALL SHORT

No man need be told that Howard E. Coffin leads all in building four-cylinder cars. No other designer has built as many successful automobiles. But the mastery of cars of the four-

cylinder type is no indication that the man is master of the six.

Many a designer has learned that to his sorrow. Six-cylinder cars have wrecked splendid reputations built up by years of four-cylinder accomplishment.

ADDING TWO CYLINDERS WON'T MAKE A GOOD SIX

Very few designers have been able to get in excess of 30 per cent increased power from their six-cylinder motors of the same bore and stroke as used in their "four." Although they have added 50 per cent to the piston displacement, have practically doubled the gasoline and oil consumption, have increased the weight and have made the car more costly to operate, many sixes have failed entirely to develop that flexible smoothness for which sixes are really built.

Thus is shown the shortcomings of the one-man idea of designing. When one man dominates in the designing of an automobile, it expresses his ability and his limitations. Every man is over-developed in one way or another. Every man is good at one thing and not so good at other things. No man is perfectly balanced, and no machine designed by any one man can be more rounded toward perfection than can be the ability and experience of the man who designed it.

THIS NOT A ONE-MAN NOR A ONE-IDEA CAR

But with 48 men, all concentrating on one car, not much is apt to be overlooked. No one man dominates. Each individual is a specialist in some branch of the work at which no one of his associates is quite his equal.

Consequently the "54" HUDSON is thoroughly proportioned.

It is not merely a "Six" which is made so by the addition of two cylinders to a good four-cylinder car.

It has power. But its power is not abnormal in proportion to its other parts. It has beauty. But no detail of its mechanical design is overlooked.

It is completely equipped. Every detail that adds to comfort and luxury is included, but this is not done with the idea of attracting sales or through skimping in any other direction.

EACH SUPREME AT HIS WORK

Each expert is supreme in the work at which he leads. A badly proportioned car would be impossible under such methods of designing. Imagine the completeness of a car designed under such conditions. There are specialists among these 48 men, some of whom know nothing of motor designing. Their forte is in other directions. They have been gathered from everywhere.

The one-man car, no matter who built it—even though it were Howard E. Coffin himself—cannot be its equal, for no one man can ever possess the skill and experience these men combined possess.

But just as trained soldiers under proper generalship become a fighting machine of greater efficiency than are those same men without direction, so Howard E. Coffin by his inspiration and guidance brought out of his 47 associates work of which they are incapable under other conditions.

All that years of experience has taught in all the leading factories in all types of motor car construction, is represented by these 48 men.

This you can recognize when you examine the car, even though you know nothing of automobile designing. You can sense the distinction, for it is expressed in every line—in the ease of the seats, in the purr of the motor, in its instant and powerful responsiveness, in the smoothness of its riding.

It gives an entirely different sensation from that experienced in other cars. Nothing short of actual demonstration is sufficient to convey an impression of the smooth, gliding sensation of comfort and safety you feel in riding in the "54" HUDSON.

Electric Self-Cranking—Electrically Lighted

COMFORT.

Modern automobile designing is tending toward comfort and convenience. The time was when people were willing to put up with a great deal of inconvenience in their automobiles. They realized that a 150-mile drive in a day was fatiguing. Unless he was particularly robust, the driver hardly felt like covering a similar distance the next day. His passengers usually were tired and cross at the end of the day's journey.

But in the HUDSON every known development looking toward easy riding qualities is incorporated. The upholstery is 12 inches deep—Turkish type. You sink down into it and lounge restfully in its softness as you rest in a favorite chair. The springs are flexible, bodies rigid and well proportioned. There is roominess in the tonneau and in front.

COMPLETENESS.

The regular equipment includes an electric self-starter which, by the touching of a button and the pressure of a pedal starts the motor 100 times out of 100 trials. It is 100 per cent sure.

Electric lights are operated from a generator, also a part of the self-cranking arrangement. They project a brilliant light for a much greater distance than gas, and are controlled from the driver's seat.

The windshield has a rain vision arrangement which permits driving in a blinding rain with clear vision for the driver and with full protection to the occupants of the front seat. The windshield is made integral with the body.

The very appearance and feel of the "54" express its quality. A gauge indicates the flow of oil through the crank case. The oil itself is not seen. A hand records that proper lubrication is being given to all parts, and another gauge indicates the supply of gasoline. There is a speedometer and clock. All these are illuminated. The condition of the car and its supplies both day and night are at the immediate observation of the driver.

Demountable rims and big tires—36" x 4"—minimize all tire cares. Tire holder, tools and every item of convenience are also included.

GET-AWAY—SPEED—POWER

From a standing start, the "54" HUDSON will attain in 30 seconds a speed of 58 miles an hour. That indicates its get-away. What other car do you know that will do as well?

On the speedway at Indianapolis, a

stock car, fully equipped, having two extra tires and hauling four passengers, top down and glass windshield folded, traveled ten miles at the rate of 62½ miles an hour. This is marvelous when you consider that only twelve months ago a \$500 prize was offered to the stock touring car similarly equipped that would do one mile in one minute flying start on that track. Several well-known cars attempted the test but failed to make good. Well-known racing drivers pronounced the "54" HUDSON the fastest stock touring car built. It was not planned as a speed car, but as an ideal automobile for every requirement. It will go as slowly as 2½ miles an hour on high and fire evenly or all six cylinders. It will jump to 58 miles an hour within 30 seconds from a standing point. There is more speed in the "54" HUDSON than any driver, except an expert, traveling over a protected and absolutely cleared course, should ever demand of it.

THE CHASSIS IS SIMPLE.

There are but two grease cups on the motor. Other lubricating points throughout the chassis are just as accessible.

Consider the importance of choosing a car complete in every detail. In your selection of an automobile it is important that not one item of its design and construction has been overlooked.

It is equally apparent that no one man is so infallible that he is not apt to make mistakes. The safeguard against error is in having many experts design the car. What one overlooks or is unable to accomplish, an associate corrects, or is able to do. These 48 men, each a specialist in his line, have put into the car all that they have learned elsewhere. Can you imagine their leaving anything undone in a car they combined in building?

And can you think it possible that anyone is likely to soon produce anything that these men have not already anticipated and that is not already on the "54" HUDSON?

If you do not know the name of the HUDSON dealer nearest you, write us. We will arrange a demonstration that will give you a new meaning of automobile service.

If you are interested in automobiles it will pay you to have your name on our mailing list. Send us your address.

Electric Self-Cranking. Automatic. Will turn over motor 30 minutes. Powerful enough to pull car with load. Free from complications. Simple. Positively effective.

Electric Lights. Brilliant head lights. Side lights. Tail lamp. Illuminated dash. Extension lamp for night work about car. All operated by handy switch on dash.

Ignition. Integral with electric cranking and electric lighting equipment. Gives magneto spark. Known as Delco Patented System, the most effectively efficient yet produced.

Power. Six cylinders in blocks of three. Long stroke. New type, self-adjusting multiple jet carburetor. High efficiency, great economy, 57.8 horsepower, brake test. 54 horsepower at 1500 revolutions per minute.

Speedometer and Clock. Illuminated face. Magnetic construction. Jeweled bearings. Eight-day keyless clock.

Windshield. Rain vision and ventilating. Not a makeshift. Not an attachment. A part of the body.

Upholstering. 12 inches deep. Highest development of automobile upholstery. Turkish type. Soft, flexible, resilient. Comfortable positions. Hand-buffed leather.

Demountable Rims. Latest type. Light. Easily removed. Carry 36x4½ inch Fisk tires—heavy car type. Extra rim.

Top. Genuine mohair. Graceful lines. Well fitted. Storm curtains. Dust envelopes.

Bodies. Note illustration. Deep, low, wide and comfortable. You sit in the car—not on it. High backs. Graceful liner. All finished according to best coach-painting practices. 21 coats—varnished and color.

Nickel trimmings throughout.

Gasoline Tank. Gasoline is carried in a tank at rear of car. Simple, effective, with two pound pump pressure. Keeps constant supply in carburetor either going up or down hill. Magnetic gasoline gauge continually indicates gasoline level.

Bearings. All roller bearings, thoroughly tested. Latest type.

Wheel Base. 127 inches.

Rear Axle. Pressed steel. Full adjustable, full floating. Large bearings. Heat-treated nickel steel shafts. Easily disassembled, an item which indicates the simplicity and get-at-ability of the entire car.

Simplicity. The HUDSON standard of simplicity is maintained. Every detail is accessible. There is no unnecessary weight. All oiling places are convenient. Every unit is so designed that it can be quickly and easily disassembled. Think what an advance this is over even the previous HUDSON—the "33"—the "Car with 1000 less parts."

Models and Prices. Five-Passenger Touring, Torpedo, Two Passenger Roadster—\$2450, f. o. b. Detroit. Seven-Passenger Touring Car, \$3500 additional. Limousine, 7-passenger, \$3750; Coupe, 3-passenger, 2950. Extra open bodies furnished with either Limousine or Coupe. Price quoted on request.

The Hudson "37"—"The four-cylinder masterpiece" with the same high quality of finish and equipment as is used on the "54" is \$1875 f. o. b. Detroit. It is furnished in models of 3-passenger Touring Car, Torpedo and 2-passenger Roadster. See it also.

Associated Garage, Ltd.

F. E. Howes, Mgr.

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